

2004 NOAA WebShop

Final Report and Recommendations to the NOAA CIO Council

July 27 - 29, 2004, Philadelphia, PA

The Web has traditionally been viewed as a grassroots effort within NOAA and that is exactly how the WebShop program began: a simple need to find out what everyone was doing in the individual laboratories and programs throughout NOAA Research. Since its initial meeting in 1999, the scope has changed, but the message and purpose has remained the same: To gain knowledge and insight on the projects and processes of others in the organization as they create web sites and pages in support of the NOAA mission.

In recent years, the scope has broadened beyond the confines of NOAA as the general Federal focus on the Web has changed. The E-Government Act of 2002 brought to the surface a growing need to provide quality and timely information to the public through agency Web pages, sites, and portals. In 2003, NOAA began an effort to build core strengths across the agency through cross-cutting priorities. The Web has provided a forum allowing these priorities to meet organizational goals through timely and effective communications, targeted within the agency and to our external constituencies.

To bring this to the next level, the Web and business communities of NOAA have begun to converge to provide the necessary content that supports the site and the technology to support our growing content requirements. The WebShop has provided a middle ground where these very different groups can come together to talk about how to move forward. This is a forum where public affairs specialists and technical developers can meet to strategize on how we can continue to improve the overall NOAA Web presence.

This report has been prepared by the NOAA WebShop Committee to exemplify the successes and outcomes of the 2004 NOAA WebShop conference. Current information regarding the WebShop can be found on the official Web site: <http://www.webshop.noaa.gov>. This public site provides information on the 2004 Program, Call for Papers, Registration, Travel & Lodging, Exhibits & Sponsors, Archives, Contact, Background, and the 2004 Evaluations. In addition, a private portion of the site provided the Committee access to all of the Call for Presentations and Poster submissions and review information used to evaluate and organize the individual entries.

Overview / History

The NOAA WebShop conference serves NOAA employees and partners interested in and responsible for the design, development and management of web content and technologies. For the past two years, the program has opened to a NOAA-wide audience as it builds on the talents and experiences of its participants and others to provide a rich environment of collaboration and learning.

The concept of the WebShop conferences was born from a desire to formally bring together the talented and experienced, albeit disjointed, group of web and content people within the NOAA Research web community. 2004 marked the sixth year of the conference. During this time, the curriculum has matured in keeping with the rapidly advancing arena of the web, while the focus remains on sharing ideas and best practices to continuously improve the quality of the NOAA Web presence. In keeping with the 2003 program concept, the conference continued session participation within the NOAA community by conducting a Call for Presentations and Posters. The call submissions were reviewed for their relevance to the conference themes and added to the program to provide a base for individual session content.

As we expand and gather more and more input from the NOAA web community and academic partners, we strengthen our abilities to use the web as a mission-building tool. The product of this year's efforts, this report and recommendations, will provide tangible outcomes that will shape

the future of the NOAA Web presence and enhance our ability as dedicated Web and content professionals to contribute to the process in the coming years.

Planning

The 2004 WebShop Planning Committee represented each of the NOAA line offices including NOAA's Marine & Aviation Operations. Committee participation is as follows:

OAR	Allison Soussi-Tanani - Chair	NMFS	Kevin Holland
NMAO	Jennifer Hammond - Vice Chair	NWS	Ron Jones
NESDIS	Andy Allegra	NOS	Tom Murphy
	Darrell Knoll		Mike Shelby
	Andre Hammond		

Participation is voluntary, although each office was requested to provide at least one representative. The purpose and mission of the committee is to organize the program, provide information and updates to line office CIOs,

Budget

The conference is not specifically funded and therefore relies on a small donation from each line office, as well as the conference registration fees to support logistical and other administrative expenses. This year, the conference registration fee remained the same as 2003, \$225.00. The fees covered meals and other conference related expenses such as room rentals, Internet access, and audio/visual rentals, etc. The monies collected from the line and service offices of NOAA, \$1,000 each, supported the administrative costs, including printing, general office supplies, signage, etc. Budgeting for these expenses are based on negotiated rates with the conference venue and estimated attendance. In general, expenses are kept to a minimum while quality is high. Our mid-summer meetings dates and mid week schedule afford us great rates for both meeting and sleeping rooms.

Some lessons learned from this year's conference surround our expanded scope and change of venue. In the past, the conference has been held in off-season Boulder, Colorado, or the nearby more rural town Longmont, Colorado. These locations are more naturally inexpensive compared to larger cities. One of the challenges of moving the location to the east coast was finding a venue that was most economical, while providing the amenities necessary to sustain active attendance. Philadelphia provided a more local destination for the more than 100 east coast participants, while maintaining easy and cost effective access to our 50 plus west coast attendees. Another consideration that has not been an issue in past meetings and was not factored into the budget was assistance for a hearing impaired attendee. Unfortunately, a short lead-time from the registrant also impeded our ability to manipulate the budget to oblige this accommodation. Thankfully, the host organization, NOS was able to provide the necessary funding to ensure a proper experience for this attendee.

Program Structure

The organization and format of the 2004 conference varied from previous years in several ways. First, the NOAA CIO Council played a significant part in formulating the conference subject areas. Six topics were identified by the Council members, and one, collaboration, from evaluations and observations of the 2003 conference. These topics became the basis of the call for presentations and posters as well as the overall format and structure of the conference program.

In addition to offering topical priorities, the NOAA CIO Council strongly recommended that each topical area have meaningful, measurable and attainable outcomes from the conference that would help shape the future of NOAA's overall Web presence. To address this, facilitated sessions

were held on the third day of the conference, following two days of informational session presentations, to draw thoughts and ideas from conference participants and provide broad input and perspective to the recommendations process.

The following topics were covered during the conference with varying degrees of scope. The call for presentations made up 90% of the conference program, therefore each category, although addressed, varied in the depth of representation in the conference program. See Appendix A for the conference program agenda.

Web Content Management (CMS) - CMS goals in NOAA are a direct outcome of the 2003 conference and significant progress has been made in this area through a pilot project in OAR. Other LOs are engaged in similar work, identifying open source avenues for small scale projects, as well as large scale implementations as with the NWS's National Data Bouy Center.

Web Security - With an increasing number of web services, the need to focus on best practices to secure our Web applications and services with special emphasis on secure scripting. Additionally, communication and compliance of current and future IT security requirements should also be a main focus of this program topic.

Web Consolidation - We are constantly under pressure to consolidate web servers. We should develop criteria for consolidation and a set of metrics to measure the intended benefits. The Web Architecture Group, led by the NOAA CIO office, is addressing some of the issues surrounding consolidation including general architecture, bandwidth, common look and feel, and managed content.

Use of GIS Technologies - The general need to promote the use of GIS in our web applications drives the NOAA GIS Working Group. This forum allows input from the technical and non-technical communities to ensure an effective and efficient GIS strategy.

Web Tools, Techniques and Talent - NOAA has a tremendous bed of talent in the Web development arena. In exploiting this vast resource, we could gain economies of scale from our already burgeoning intellectual capital investment in the web.

Web Policies & Standards - As new standards continually appear on the horizon, we should strive to increase awareness and compliance with Federal, DOC and NOAA standards and policies.

Collaboration Using the Web - Building on presentations from the 2003 conference, we should find ways to communicate and collaborate within the Web community and throughout NOAA on projects of mutual interest. The availability of on-line tools to aid this communication could provide efficiencies and economies in a number of areas.

The final 10% of presentations were solicited by the committee to ensure adequate coverage and awareness of various programs and policies applicable to the broad NOAA Web community. For example, GSA's Interagency Working Group on Content Standards presented on the Federal Content Standards submitted to OMB for approval this past June. These standards specifically address the e-Government Act of 2002 by employing standards for which a web developer and content manager will create and operate a Federal Web site. The Standards are expected to be adopted by OMB in the Fall of 2004 and will require compliance shortly thereafter. This type of overarching demonstration of Federal policy will aid NOAA in complying with the requirements of the E-Government Act while promoting best practices Web development within the Federal sector.

Additionally, vendors provided presentations on various products and services of interest to NOAA, including Stellent Document Management, ForeSee Results on the American Customer Satisfaction Index, and GSA's search engine services to Federal agencies. These vendor talks complimented the small but targeted exhibit hall available to conference attendees.

Attendance

Demographics

The 2004 NOAA WebShop attracted 153 NOAA employees, contractors and partners from throughout the country committed to improving the quality of the NOAA web presence. All NOAA line offices, NOAA HQ, and NFA were represented (see Appendix B for complete registration list). This is the second year that the WebShop has been formally open to NOAA-wide participation. From content providers to technical staff, every aspect of the web development process was represented. This helped to ensure adequate input and collaboration on key issues and goals.

The demographic breakdown is as follows:

Geographic Breakdown						NOAA Breakdown	
AK	1	MI	2	OK	1	NESDIS	19
CA	5	MS	2	OR	1	NFA	6
CO	16	NC	2	SC	9	NMAO	4
DC	3	NE	1	TX	2	NMFS	27
FL	4	NH	1	UT	2	NOAA HQ	3
HI	3	NJ	7	VA	3	NOS	28
MA	2	NM	1	WA	17	NWS	24
MD	67	NV	1			OAR	40
						Other	3

Evaluations

The evaluations were generally positive and provided constructive feedback and suggestions for future conferences. 58 participants submitted evaluations. The four-page evaluation form was divided into three section categories, General Comments, Session Comments, and Conference Ratings. A synopsis of each section follows:

General Comments

This section reflects the participants overall take on the conference including the areas of interest, overall impression, items liked best/least, meets expectations, and suggestions for future events.

Subject area interest:

36	Content Management	18	Web Collaboration
40	Web Standards	19	Use of GIS Technology
28	Web Security	48	Web Tools, Techniques and Talent
9	Web Consolidation		

Overall Evaluations:

Generally, the conference received high reviews from all submitted evaluations. Many enjoyed the collaborative opportunities, as well as learning what other NOAA components are doing. The more technical attendees requested a more technical focus for the future, while others saw a need for less technical and more tutorial based opportunities. Other comments focused on the increase in policy related sessions, and recognized their importance. Still others requested a break from policy for future meetings.

Items Liked Best/Least

Most Liked	Least Liked
NOAA-wide interaction	Lack of involvement from NCIO
Information sharing	Little focus on Web security / Absence of NOAA Security Office
Networking/collaborative opportunities	Sessions too specific
Internet Café	Sessions too broad
Hear/see what others are doing on the Web throughout NOAA	No technology demonstrations / tutorials
Ability to input to the process	Room temperatures
Poster Session	Facilitated Sessions
Location and logistics	Location and logistics
Program Structure	Too much on policy and standards

Future Topics

There were many suggestions for the future of the NOAA WebShop, most focused on specific technical presentations such as XML, Java, .Net, and others. Many requested more attention to Web security issues to ensure secure programming as well as server administration and to avoid unnecessary vulnerabilities and exploits - most are looking for stronger guidance in this area. On the Management side, there were requests for life cycle management principles and guidance for Web projects as well as user experience, writing, editing and organizing and marketing content for the Web.

Conference Goals and Expectations

Most attendees submitted that the conference met or exceeded their expectations. Just meeting others within the organization working toward the same goals seemed to be a prevailing attendance goal. Most indicated that they came away with a better understanding of what others are doing. There seems to be a willingness to continue to work toward our common goals. Others expected more tutorial-like sessions to highlight specific technologies and best practices for general Web development.

Session Comments

This section provides feedback on individual sessions. Each session was ranked on a scale of 1 to 5 (5 being most favorable), and a section for brief comments was also available. A complete listing of session ratings and comments can be found on the WebShop Web site under the Session Comments heading of the 2004 Evaluation link.

Conference Ratings

This section provides a 1-5 rating (5 being most favorable) for the conference Website, registration process, program structure, program topics, as well as general conference and hotel facilities. This section also provides a collection of general conference comment narratives. A complete listing of session ratings and comments can be found on the WebShop Web site under the Conference Ratings heading of the 2004 Evaluation link.

Generally comments were constructive and provided insight to some improvements that could be enabled for future conferences. There were some suggestions for future venues, e.g. Hawaii, Las Vegas, and Atlanta, as well as recommendations to the committee on food, and overall organization of the sessions and program structure. Traditionally, these comments hold high esteem during the planning process. Many of the suggestions from past evaluations have been incorporated into this year's program making it more robust and attendee-centered.

Recommendations

As noted previously, the recommendations and outcomes from the 2004 WebShop were culled from facilitated sessions held following two days of informational sessions. The unabridged results from each facilitated sessions are available in Appendix C.

Policy

1. Support a mechanism for managing Web policy at DOC, NOAA and LO levels, have it managed out of the CIO office, i.e. create a Web site that tracks policy at all levels and in all iterations with an area for feedback, lessons learned, implementation ideas, etc. All policies could be found in the same location. The site should also include points of contact for Web policy from each of the Line Offices to ensure an appropriate chain of communications.
2. Create a NOAA-wide group to address policy for NOAA by establishing best practices and disseminating guidance to the organization. This group would be responsible for reviewing government-wide Web related policies, ensuring appropriate lead-time for comment and implementation, and providing guidance on implementation to the NOAA enterprise.
3. Promote the use of line office groups that can foster communications throughout the NOAA enterprise, not just within the HQ areas. Ensure engagement of non-line office affiliated staff and program offices to ensure compliance with laws and regulations as well as input to policy development and decisions.

Standards

1. Support a NOAA Web team that reports to the CIO Council and briefs the Council on the status of Web development at NOAA. This group would ensure coordination with other groups looking at metadata, applications, security and other standards and best practices to ensure that efforts are in-line and without duplication. Members of this group should also interact with higher Federal and private (i.e., W3C) groups to learn from other agencies and remain up to date with general trends and standards in Web development.
2. Create a forum for sharing information on use and implementation of various standards within the organization. This forum could include a code repository, FAQs, user experiences, and resources. This forum should be available for both input and access by all NOAA Web development staff.

Security

1. Increase training and awareness specifically targeted to the Web development community on prevention and mitigation strategies. Promote communications between Web server administrators, ITSOs and Web developers to ensure broad coverage and proper risk management.
2. Provide an up-to-date listing of known NOAA hacks and vulnerabilities to other developers within NOAA. Additionally make this available to public affairs staff to ensure that they are sufficiently aware of the issue to mitigate negative press that may surround it.
3. Provide a mechanism for sharing Web-based tools, resources, and best practices to and among the NOAA Web development community.

Consolidation

1. Establish a NOAA-wide group to look into options available across the enterprise that could potentially contribute to consolidation. This group would provide guidance and best practices to line, services and program offices for consolidation efforts based on requirements gathered from the examples throughout the NOAA enterprise, other Federal agencies, and the private sector. This group should be under the direct purview of the CIO Council or NOAA CIO Office.
2. Improve the operations and support of the current NOAA Web Farm to promote understanding and use of the service in support of site consolidation for smaller offices.

Collaboration

1. Create a forum for ongoing collaboration including threaded discussions, code and content repositories, as well as images and multimedia. Additional soft services available through the forum may be training resources; internal talent repository; and a knowledge base to provide resources, assistance and contacts within the agency on specific topics.
2. Create a mechanism for sharing information and resources from large, funded offices/projects/programs with smaller, less resource rich offices/projects/programs. Doing so will help ensure adequate coverage for development, support and back-up, as well as addressing more administrative issues such as policy, standards, security concerns.

Content Management

1. Support a NOAA-wide content management initiative similar to NOAA Enterprise GIS initiative to gain support and representation of NOAA staff and LOs and to address communications and training of the technical and business issues involved with large and small-scale CMS implementations. This group would ensure coordination with other groups and offices within NOAA and DOC that are investing in similar technology to ensure compatibility and conformity with the NOAA enterprise architecture.
2. Use a content management system to develop and deploy a NOAA-wide Intranet providing contribution and access to content from various parts of the organization.
3. Establish guidelines for content management as they apply to general Web development practices. These guidelines would include issues such as the role of the content manager, the separation of content from presentation, and the technical versus non-technical involvement and responsibility in creating quality Web sites and pages in support of NOAA's mission.

GIS

1. Support an initiative to draft the NOAA GIS vision, plan, policy, procedures, etc. This document would provide insight and guidance for successfully managing GIS applications across NOAA, and incorporating it into the NOAA mission.

Conclusion

Overall, the 2004 WebShop was a resounding success. The broad participation and open forum allowed for significant input from our national network of Web developers, managers and content providers to the process of the NOAA Web. The knowledge that the ear of the NOAA CIO Council would be available to hear comments added to the importance of the event. Participants were genuinely excited at the prospect of contributing to recommendations that would ultimately be heard and acted upon by the Council. It is important to continue this excitement with dedicated follow-through of the recommendations. Participants indicated they will be watching and anxiously awaiting information and guidance as we proceed this year. It is the hope of the committee that we will have the privilege of conducting a 2005 WebShop that will continue to support NOAA's important mission and a vision of our improving and evolving communications on the World Wide Web.

schedule at-a-glance

Tuesday - July 27th

8:00 – 8:30	Registration and Breakfast <i>Grand Ballroom</i>	
8:30 – 10:30	Opening General Session: <i>Grand Ballroom</i>	
	Welcome / Opening Address <i>Sarah Maloney, NOAA's Finance & Administration, Chief Information Officer</i>	
	DOC Web Standards Overview <i>tbd, DOC Web Advisory Board</i>	
	Implementing Section 208, The Privacy Provisions of the E-Government Act of 2002 for Agency Web Sites <i>Ron Jones, National Weather Service</i>	
	NOAA Web Policy Overview <i>David McClure, NOAA Office of the CIO</i>	
10:30 – 11:00	NOAA Policy Directives on Internet Services - What does it mean to me? <i>Susan McLean, NOAA Satellites & Information</i>	
	Networking Break	
11:00 – 12:30	Federal Content Standards and the E-Government Act of 2002 <i>Sheila Campbell, General Services Administration, Office of Citizen Services and Communications</i>	
	Making Contact with the Audience 24/7: Driving Traffic to Your Site by Offering Valuable Content <i>Gregory Hernandez, NOAA Public Affairs</i>	
12:30 – 2:00	Buffet Lunch - Grand Ballroom	
	1:30 – 1:45 – Poster Review Session – Assembly Room	
2:00 – 3:00	NOAA Enterprise Content Management <i>Allison Soussi-Tanani, NOAA Research</i>	
	NOAA GIS Overview <i>Anthony LaVoi, NOAA Satellites & Information</i>	
3:00 – 3:15	Networking Break	
	Web Management <i>Room: Grand Ballroom</i>	Technical / Administrative <i>Room: Walnut Room</i>
3:15 – 3:45	NOS's Technical Assistance Program: Supporting and Empowering Program Offices <i>Thomas LaPointe, NOAA Oceans & Coasts</i>	IOOS Sea Surface Temperatures: Realizing Truly Distributed Data with Open Standards <i>Kyle Draganov, NOAA Ocean & Coasts</i>
3:45 – 4:15	Constructing an Editorial Framework and Policies <i>Davida Remer, NOAA Oceans & Coasts</i>	Managing Web Components of the National Marine Mammal Health & Stranding Response Program System <i>Angela Collins-Payne & Curtis Allen, NOAA Fisheries</i>
4:15 – 4:45	Web Tools, Supporting and Enabling the NOAA Web Community <i>Mike Shelby, NOAA Oceans & Coasts</i>	Counting Fish, Tracking Dollars, Making Maps & Collaborating on the Web with Reverse Proxy Server <i>Brendan Sylvander, NOAA Fisheries</i>
4:45 – 5:15	Web Redesign and Management on a Shoestring <i>Karen Salvini, NOAA Fisheries</i>	The Use of GIS Technology to drive the NOAA Observing System Architecture (NOSA) Web Site <i>Kelly Stroker, NOAA Satellites and Information</i>
6:00 – 8:00	Exhibit Hall Opening Reception – Assembly Room, Mezzanine & Crystal Ballroom	

schedule at-a-glance

Wednesday – July 29th

8:00 – 8:30	Breakfast Buffet <i>Grand Ballroom</i>	
8:30 – 10:00	General Session: <i>Grand Ballroom</i>	
	NOAA's IT Security Program and the Web <i>tbd, NOAA Security Office</i>	
	A Strategy for Improving the Security of Web and Internet applications <i>Nancy Soreide, NOAA Research</i>	
	Development of the National Digital Forecast Database Web Display <i>Marc Saccucci, National Weather Service</i>	
10:00 – 10:30	Networking Break	
10:30 – 11:00	Web Management <i>Room: Grand Ballroom</i>	Technical / Administrative <i>Room: Walnut Room</i>
	Forecasting by the Numbers: The National Weather Service Goes Digital <i>Tim Boyer, National Weather Service</i>	Exploring Enterprise GIS Efforts within NOAA and Its Ocean Service <i>Jason Marshall, NOAA Oceans & Coasts</i>
	Accessing the GRIB2 Encoded National data Forecast Database <i>Arthur Taylor, National Weather Service</i>	Emergency Management Hurricane tracker Application (EMHURR) <i>Ira Graffman, National Weather Service</i>
11:00 – 11:30		
11:30 – 12:00	Design & Development of NOAA Virtual Libraries: The Intersection of Traditional Library Knowledge and Cutting Edge Information Technology <i>Dottie Anderson & Mary Lou Cumberpatch, NOAA Satellites and Information, NOAA Central Library</i>	NOS' nowCOAST: Developing a Java-based GIS Web Application Using ESRI's ArcIMS Java Connector <i>Micah Wengren, NOAA Ocean & Coasts</i>
12:00 – 1:30	Buffet Lunch - Grand Ballroom 1:00 – 1:15 – Poster Review Session – <i>Assembly Room</i>	
1:30 – 2:00	Implementing a Standby System for the OAR FDMS Application <i>Eugene Burger, NOAA Research</i>	NOAA XML Standards <i>Bob Bunge, National Weather Service</i>
2:00 – 2:30	VISITview as a Web Collaboration Tool <i>Jack Settlermaier, National Weather Service</i>	Scientific Application using XML and Web Tools <i>Peggy Sullivan, NOAA Research</i>
2:30 – 3:00	Getting the Most: Web Consolidation Through Load Balancing, Caching and Content Compression <i>Bob Bunge, National Weather Service</i>	Exploiting XML and a SOAP Service to Disseminate National Weather Service Digital Forecast Data <i>John Schattel, National Weather Service</i>
3:00 – 3:30	Networking Break	
3:30 – 5:15	General Session: <i>Grand Ballroom</i>	
	FirstGov Search Engine <i>Erik Arnold, General Services Administration, Office of Citizen Services and Communications</i>	
	Best Practices for Managing Citizen Satisfaction on Your Website <i>Larry Freed, ForeSee Results</i>	
	Stellent Content, Document & Records Management: A Solution for the NOAA Enterprise <i>tbd, Stellent, Inc.</i>	
	Daily Wrap-up	

schedule at-a-glance

Thursday – July 29th

8:00 – 8:30	Breakfast Buffet <i>Grand Ballroom</i>	
	Facilitated Session <i>Room: Grand Ballroom</i>	Facilitated Session <i>Room: Walnut</i>
8:30 – 10:30	Web Policy & Standards / Web Security	GIS
10:30 – 10:45	Networking Break	
10:45 – 12:45	Content Management	Web Consolidation / Collaboration
12:45 – 2:15	Buffet Lunch - <i>Grand Ballroom</i>	
	Closing General Session <i>Grand Ballroom</i>	
2:15 – 3:45	Web Policy & Standards / Web Security Session Report & Actions GIS Session Report & Actions Content Management Report & Actions	
3:45 – 4:00	Afternoon Break	
4:00 – 5:00	Web Consolidation / Collaboration Report & Actions Final Wrap-up & Closing Remarks	

Appendix B: Registration List 2004 WebShop Report



WebShop 2004

The site is best viewed in IE 5.0 or higher or Nets

- **Home**
- **2004 Program**
- **Call for Papers**
- **Registration**
- **Travel & Lodging**
- **Exhibits & Sponsors**
- **Archives**
- **Contact**
- **About**

Total Registrants as of July 23, 2004: 155

<u>Name</u>	<u>Title</u>	<u>Line office</u>	<u>Division</u>	
Agnihotri, Sachin	IT Specialist	NOS	NCCOS/CCEHBR	
Akada, Jo Ann	Web Developer	NMFS	NWFSC	
Allegra, Andrew	Oceanographer / Communications	NESDIS	National Ocean Data Center	
Anderson, Dottie	Librarian	NESDIS	NODC/LISD	
Au, Ani	Librarian	NMFS	Pacific Islands Fisheries Science Center	
Austin, Matthew	Physical Scientist	NOS	Coast Survey	
Baker, Andrea	Senior Creative Consultant	NMFS	Office of the CIO	
Baldwin, Carol	Program Support Assistant	NMAO	Technical Support Group	
Barglow, David	Computer Specialist	NOS	CO-OPS	
Barton, Daniel	Computer Specialist	NOS	NCCOS/CCEHBR	
Bass, Gregory	CIO, NMAO	NMAO	DOC/NOAA/NMAO	
Beckwith, Susan	Systems Analyst	NWS	Southern Region Headquarters	T
Bedford, Julie	Public Affairs Specialist	NOAA HQ	NOAA Public Affairs	
Beeler, Richard	Chief, CSD/ETL	OAR	Environmental Technology Laboratory	
Bewtra, Ron	IT Specialist	OAR	GFDL	
Boyer, Timothy	Physical Scientist	NWS	Meteorological Development Laboratory	
Brandes, Maria	IT Management Specialist	NWS	Web Tools, Techniques & Talent	
Brice, Tim	Meteorologist/Webmaster	NWS	Weather Forecast Office	
Brown, Sherry	Secretary	OAR	ARL/ASMD	
Brundage, Joan	CIO, NOAA Aeronomy Lab	OAR	NOAA Aeronomy Lab	
Buja, Ken	IT Manager	NOS	NCCOS	
Bunge, Robert	IT Specialist	NWS	DOC-NOAA-NWS	
Burgdorf, Cathy	Computing & Networking Resources	OAR	Aeronomy Lab	
Burger, Eugene	Research Consultant	OAR	PMEL	
Calderon, Susan	technical editor/webmaster	NMFS	Alaska Fisheries Science Center	
Cale, Amy	Web Developer	NOS	Channel Islands NMS	
Charters, Lawrence	Information Technology Specialist	NOS	N/MB71	
Choe, Alex	Web Master	NOS	NOS	
Cole, William	Operations Director	NESDIS	.	V
Collins, Steve	Computer Systems Analyst	NWS	National Data Buoy Center	
Collins, Julia	Associate Scientist/Web Development	OAR	NOAA-CIRES Climate Diagnostics Center	
Collins-Payne, Angela	Information Manager	NMFS	Office of Protected Resources	
Corpus, Ryan	Systems Administrator	NFA	EASC	V
Cumberpatch, Mary Lou	Librarian	NESDIS	NODC/LISD	
Dai, Diana	Web Developer	OAR	NOAA	
Dailey-Fisher, Debra	Writer/Editor	OAR	Aeronomy Laboratory	
Davies, Richard	IT Specialist	NFA	WASC, Systems Division	
Deering, Richard	Business and Industry Specialist	NMFS	Sustainable Fisheries Division	
Dennis, Sean	Program Development Specialist	NOS	NOAA/CSC	
DiFrischia, Brett	Applications Programmer	OAR	GFDL	
Dowdell, Frederick	Computer Specialist	NMFS	PIFSC	
Draganov, Kyle	GIS Programmer	NOS	Coastal Services Center	
einstein, mark	chief web officer	Other	Illinois-indiana sea grant program	

evans, simon	na	Other	ESRI	v
Finneran, Tom	IT Specialist	NMFS	NEFSC	
Friedmann, Jesse	CDMO Data Specialist	Other	NERR CDMO	
Gbadamosi, Anne	Web Developer	NESDIS	ESS	
Giebler, Patrick	Information Technology Specialist	NMFS	Alaska Fisheries Science Center	
Gilmore, Vivienne	Systeme Administrator	NESDIS	OCIO	
Goodman, Cass	CSA	NWS	CBRFC	
Graffman, Ira	Physical Scientist	NWS	SEC	
Hackathorn, Eric	System Administrator	OAR	CMDL	
Hagarty, Dan	Information Technology Officer	NWS	Weather Forecast Office	
Hammond, Andre	Program Manager	NESDIS	OSD	
Hammond, Jennifer	Education Program Manager	NMAO	HQ	
hawks, james	IT specialist	NOS	OCS	
Hernandez, Greg	Online Editor, Media Relations	NOAA HQ	NOAA Public Affairs	
Hill, Michael	Web Designer	Other	OCIO	
Holland, Kevin	IT Specialist	NMFS	Office of the CIO	
Holmes, Wendy	Senior Network Engineer	NESDIS	DSD	
Holzman, John	System and Web Administration	NMFS	SEFSC	
Huang, Nancy	Chief Information Officer	OAR	OCIO	
Johnson, Hugh	NOS Chief Information Officer	NOS	Management and Budget Office	
Jones, Ronald	IT Specialist	NWS	DOC-NOAA-NWS	
Jones, Paul	Webmaster	NMFS	Northeast Regional Office	
Juden, Gary	Computer Specialist	NMFS	Northwest Region	
Kang, Richard	Supv. Computer Specialist	NMFS	Northwest Fisheries Science Center	
Keane, Ann	Webmaster	OAR	ETL	
Keenan, Warren	Assistant fo Director, Engineering & Inf	OAR	Office of Global Program	
Kelley, John	Research Meteorologist	NOS	Coast Survey Development Lab	
Kells, James	Meteorologist	NWS	Ocean Prediction Center	
Kinoshita, Kaye	Physical Science Technician	NMAO	EED	
Knight, Carol	Outrteach Coordinator	OAR	Office of Deputy Chief Financial Officer	
Knoll, Darrel	Computer Specialist	NESDIS	NODC	
Kohler, Robert E.	Dir CNDS	OAR	AOML	
Kozimor, John	GIS Programmer/Analyst	NWS	OPS	
Langenhorst, Amy	FMS Administrator	OAR	GFDL	
Lansing, Margaret	Ecologist	OAR	GLERL	
LaPointe, Tom	Supervisory Web Site Designer	NOS	Communications and Education Division	
Laseman, Jay	Information Technology Specialist	NWS	Weather Forecast Office	
Lau, Jerry	Information Technology Specialist	NOS	Communications and Education Division	
LaVoi, Anthony	Acting Deputy Branch Chief	NESDIS	NOAA/CSC	
Lieu, James	IT Specialist	NWS	NOAA/NWS/MDL	
Lindsey, Marina	Webmaster	NMFS	Alaska Region	A
Lineberger, Paul	IT Specialist	NFA	NOAA/NFA/ISMO	
Lorenzo, Alejandra	Computer Specialist	OAR	AOML	
Magnus, Melody	Webmaster	NESDIS	OS/1	
Majower, Nancy	Computer Specialist	NMFS	Office of the Chief Information Officer	
Marshall, Jason	Sr. Software Architect	NOS	Coastal Services Center	
Marshall, Eric	Web Master	OAR	Geophysical Fluid Dynamics Laboratoy	
Mays, Lisa	Sr. Software Developer	NWS	MIRS	
McClure, David	IT Specialist	NOAA HQ	OCIO	
McKillen, Kathleen	SEC	OAR	SEC	
Mclean, Susan	Physical Scientist	NESDIS	NOAA/SEG	
McNerney, Christine	IT Architecture Specialist	NOS	National Ocean Service, NOAA	
Merati, Nazila	Research Scientist	OAR	PMEL	
Merckle, Nancy	Meteorologist	NESDIS	OSDPD/SSD/SAB	
Mitchell, Cecelia	Physical Scientist	NWS	MDL	

Murphy, Thomas	IT Specialist	NOS	National Ocean Service, NOAA	
Nakamura, Tracey	Specialized electronic input operator	OAR	NOAA/PMEL	
Ngo, David	Web Developer	NESDIS	OSD	
Nicklis, Achim	Web site administrator	OAR	PMEL	
Nielsen, Chantrelle	Content Management Coordinator	NMFS	NWFSC	
Nowocin, Kimberly	IT Specialist	NOS	NCCOS	
Nyberg, John	Technical Assistant	NOS	Office of Coast Survey	
O'Bannon, Joan	Graphics Specialist	OAR	NSSL	
Oliver, Charles	Webmaster	NMFS	Southwest Fisheries Science Center	
Oliver, Chuck	Computer Specialist	NMFS	Southwest Fisheries Science Center	
Owens, Kim	Metadata Specialist	NOS	Information Management Division	
Owens-Cobblah, Janice	Office Automation Assistant	NESDIS	International & Interagency Affairs	
Painter, Amy	Communications Specialist	OAR	National Sea Grant Office	
Paschall, Robin	Web Manager	OAR	FSL	
Pearce, Todd	Operations Specialist	OAR	Office of Climate Observation	
Peeples, Brenda	Information Technology Specialist	NFA	MASC/Systems Div.	
Phillips, Karl	Research Associate	NOS	NCCOS - CCEHBR	
Raben, Vi	Web Master	OAR	SEC	
Remer, Davida	Web Site Production Team Leader	NOS	Communications and Education Division	
Ricketts, Paul	IT Security Officer	NWS	DOC/NOAA/NWS/NCEP	
Roby, Eric	Web Master	NESDIS	NCDDC	
Romero, Ricardo	IT Specialist	NWS	NCEP Central Operations	
Ryan, Stacy	Web Developer	OAR	ESS	
Saccucci, Marc	Web Developer	NWS	Meteorological Development Laboratory	
Salvini, Karen	IT Coordinator	NMFS	Office of Protected Resources	
Sanderlin, Gwen	Computer Specialist	NMFS	SERO	
Sanders, James	Webmaster	OAR	ARL/SORD	
Sanders, Keshia	Web Designer	NESDIS	OCIO	
Schattel, John	Meteorologist	NWS	Meteorological Development Laboratory	
Schmidt, Ken	IT (Computer) Specialist	NESDIS	National Climatic Data Center	
Sears, Janet	Public Affairs Officer	NMFS	Northwest Region	
Settelmaier, John (Jack)	Meteorologist	NWS	Southern Region HQ	T
Shao, Georgia	Web Developer	NOS	NMSP	
Shelby, Mike	Information Technology Specialist	NOS	Communications and Education Division	
Sheldon, John	Supervisory IT Specialist	OAR	GFDL	
Smith, Michael T	Web Developer	NWS	Climate, Water, and Weather Services	
Soreide, Nancy	Assoc Dir. for IT, NOAA/PMEL	OAR	Pacific Marine Environmental Laboratory	
Soussi-Tanani, Allison S.	Web & Training Project Manager	OAR	OCIO	
Stroker, Kelly	Associate Scientist	NESDIS	NGDC	
Sullivan, Peggy	Research Scientist	OAR	PMEL	
Sutton, Jerry	Computer Operator	NMFS	Northwest Region	
Sylvander, Brendan	GIS Coordinator	NMFS	Northwest Fisheries Science Center	
Szczesny, Janet	Web Master	Other	CILER/University of Michigan	
Taylor, Arthur	Physical Scientist	NWS	Office of Science and Technology	
Thorpe, Valarie	Webmaster	NOS	National Marine Sanctuaries	
Tomek, Joan	Information Technology Specialist	NFA	MASC	
Tomita, Marianne	Computer Specialist	NMFS	Northwest Region	
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Warren, Jeremy	IT Specialist	OAR	IMD	
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Wengren, Micah	Physical Scientist	NOS	Coast Survey Development Lab
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Wolf, Carol	IT Specialist	OAR	SEC
Woodruff, Mary	Administrative Assistant	NMFS	NEFSC/FEMAD
Wright, Darren	Web Developer	NOS	CO-OPS

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Appendix C: Facilitated Session Notes / Recommendations

2004 WebShop Report

Topic	Item
Policy	hard copy policy checklist
Policy	mailing list to IT CIO Webmaster
Policy	better way to distribute the information in a timely fashion
Policy	make it clear regarding what is recommended, mandated, what is mandated by DOC, NOAA
Policy	find a way to "mine" POC information so that policy information can be distributed
Policy	let all NOAA technology staff know when policies are being developed; don't just let us know when it's final
Policy	guidance tools / toolkit / funding to line offices to implement new policies so we don't all have to figure out how to implement -> collaborate from CIO level with line offices on implementation
Policy	make better use NOAA policy web site; keep current, more comprehensive and add links to line offices' additional policies
Policy	give us bulleted lists of what we need to do to implement policies along with the entire document
Policy	more communication with line offices about how to participate in DOC level policy development
Policy	Formal request for comments process on policy and a mechanism for implementing comments
Policy	explanation of rationale for policy so those who implement understand why it's important and how to implement
Policy	Some policies are at odds - e.g. security policy and privacy policy DOC and NOAA need to speak when developing policy so it's not written in a vacuum - Architecture - Security - Web - Policy groups need to communicate better
Policy	Be cognizant of Department and other applicable policies take into consideration don't duplicate
Policy	NOAA web policy team must be: formalize L.O. representation; - Better team communication/work - meet as team; - Better communication from and to NOAA L.O.s; OR ELIMINATED!
Policy	At all levels make distinction between policy and best practices
Policy	When policy is put in place, give examples and guidance for implementation
Policy	Keep it: to a minimum; sufficient lead time to implement
Policy	Desktop publishing documents need better and more standard metadata
Policy	Make policies more understandable
Policy	comments not considered
Policy	Now privacy policy will be hard to implement
Policy	Policies that no one can produce
Policy	poor distribution
Policy	No impact above NOS
Policy	Public / Private
Policy	Comment period too short
Policy	Standardize and streamline Federal Web policy and best practices so that there is not replication of effort.
Policy	how do we get to know about policies, approved and proposed
Policy	Standard manual and framework should be available (preferably on the Web)
Policy	Knowledge and translation of policies must be made available

Topic	Item
Policy	Clear language; better proofreading; remove ambiguous language
Policy	longer lead time - give examples and guidance
Policy	one stop shopping
Policy	improve communications
Policy	electronic means for use to provide comments on policies being drafted - use of collaborative tools
Policy	Becoming aware of policies being worked on - list serve or centralized web site
Policy	set-up discussion groups
Policy	webmaster list serve
Policy	need for annual review of policies
Policy	policies provide frameworks
Policy	list of list serves published and distributed
Policy	federal policy should be minimal, kept to only those items that are law, and written in clear language
Policy	don't make best practice a policy
Policy	Intranet site specifying policies
Policy	have policies categorized
Policy	have a comment period
Policy	ensure people who have to use policy are on committee - subject expert
Policy	tools on how to implement policy
Policy	enforce existing policies
Policy	Some policies are at odds - e.g. security policy and privacy policy DOC and NOAA need to speak when developing policy so it's not written in a vacuum - Architecture - Security - Web - Policy groups need to communicate better
Policy	a single place where we can get a summary of all the policies of all the organizations we fall under (categorized), i.e. DOC, NOAA, NWS

Topic	Item
Standards	Establish website usability standards that make sense at Federal level
Standards	IF software/hardware standards are implemented, set-up BPA as well
Standards	Funding often limits the implementation of standards - Identify funding before implementing standards
Standards	Identify manpower before implementing standards review
Standards	Intranet-based forum - discussion languages, sw/hw, standards, toolkit
Standards	Participate in standards development groups
Standards	Publicize NOAA reps for standards (lessons learned, tools, apps/libraries)
Standards	Establish a NOAA clearinghouse for code - link to Websites w/useful codes
Standards	Make sure NOAA Web standards adhere to W3c standards
Standards	Allow any NOAA web standards to be open to review before adopting
Standards	Create a discussion forum of standards
Standards	Make standards more user friendly & easier to understand
Standards	Create common toolsets to we can share technologies
Standards	Consider how standards affect small offices with part-time staff and provide support
Standards	Start with W3C Standards
Standards	Develop standards @ appropriate level - Federal standards should address usability and needed consistency
Standards	User-friendly and easy to understand
Standards	facilitate participation in Standard development groups
Standards	NOAA standards should be open for review (similar to policies)
Standards	Identify funding and staffing needed before implementing. Consider the small offices
Standards	Develop BPAs along with HQ/SQ standards to encourage adoption
Standards	Intranet -based forum for NOAA Web community for more than just standards, including - - Standards; - Discussions; - Clearinghouse for - code libraries - toolkits - applications - useful websites - policies - events, timelines for standard development; -- Contact lists - standards group reps - policy group reps - etc. - skills inventory of people across NOAA
Standards	Results can be standardized but the methods should be allowed to vary based on the requirements of the individual project
Standards	Funding often limits the implementation of standards
Standards	Small labs/field offices often may not have the resources to meet standardized requirements
Standards	Repository of web apps developed by NOAA
Standards	Lack of Manpower, communications coordination
Standards	see a value in having discussion forum of standards
Standards	Look-up implementation examples as far up the chain
Standards	we need taxonomy - define terms and relationships between terms - develop standards (explicit)
Standards	Use uniform and standard use of metadata
Standards	On-line forum for sharing of code, resources, experiences, FAQs, contact person
Standards	Adhere to W3C standards in web development
Standards	NOAA should participate in standards developing group
Standards	Publicize who the NOAA rep is for different standards - developing groups
Standards	Standards should be flexible
Standards	Standards should not stifle creativity

Topic	Item
Standards	Establish a NOAA clearinghouse for code - it should link to Web site with useful code
Standards	Don't establish unneeded standards
Standards	Good standards encourage and foster creativity
Standards	Any NOAA standard should be open to public review before being adopted
Standards	Repository for scripts - scripts can be examined by security personnel
Standards	Follow W3C Standards for HTML, ZHTML, Style Sheets, etc.
Standards	To improve NOAA Standards: Validate postings against W3C based on your user community / logs
Standards	Approaches to improve Web apps: Some common areas to post "lessons learned" and tools, shared (vetted) apps/libraries est. re: GIS & databases
Standards	Please no Netscape 4
Standards	Line office Web Team that can work NOAA Council
Standards	Re-enforce the standards, don't make new ones
Standards	Make standards more user-friendly
Standards	Website usability standards make sense at the federal level for government websites consistency and better user experience
Standards	If software/hardware standards are Implemented, Bulk purchase agreements (BPA) should be set-up as well and all office and regional offices should be informed of BPA
Standards	Intranet based forum to enable NOAA-wide discussion of what programming languages and/or software/hardware to use based on line office experiences
Standards	In order to share technologies we need to have common toolsets, common components, common architecture, common vision
Standards	Managing information across the organization is critical otherwise: one size doesn't fit will happen; If done: economy of scale sharing of talent and work
Standards	NOAA standards have a place to go, examples/tools/description
Standards	Must consider effect on small offices with part time people
Standards	Cannot meet standards while working on a shoestring
Standards	standards must be funded
Standards	propagate best practices not standards - changing too fast
Standards	use of contractors - they don't know standards

Topic	Item
Security	Isolate web server outside firewall, mirror content from within
Security	open public review of policy - clear language
Security	Focus development on web security - bring development & security staff together to increase mutual understanding - Raise developer awareness - training and resources for developers
Security	Provide forum on secure tools web pages - Repository for tools, techniques, best practices for secure web page development - share code - WebShop - discussion, info exchange - security speaker from NOAA - outside security speaker
Security	Publicize hack/security incident details within NOAA - Public affairs 0 to mitigate media coverage - security & developer staff to increase awareness and understanding of threats and vulnerabilities
Security	centralized manner in which hacking events are documented and communicated to public affairs - before the media report it
Security	no speaker on security at WebShop - would have been nice
Security	Want to know more about NOAA-wide security incidents so we can learn from them
Security	Software to analyze web and file server logs in regional offices (should be recommended by headquarters) may be in security policy
Security	Should have a lessons learned at WebShop about things you can do as a web developer to make your sites more secure and your code whether its .jsp, .asp, cold fusion, or open source, etc.
Security	WebShop forum on developing a way to compare and discuss the security of the different programming languages / server operating systems
Security	Need to find a way to get web developers and IT security people together at NOAA WebShop -> maybe more security sessions would help
Security	have web developers comment on security policies being developed - there is a draft out now
Security	Developers should be aware of naming conventions for their file and permissions
Security	pages should be either protected through password IP and net addresses
Security	Web security should be the number 1 key focus for Web development
Security	Web developers should work more closely with the network administrators
Security	Developers should be aware on how to secure their codes during development
Security	Standard security policy and patch management
Security	Should incorporate web security within web development training
Security	more NOAA CIRT participation in WebShop
Security	Guidance for Web authors on how to write secure apps "best practices"
Security	clear security guidance in plain English for web developers
Security	security information dispersed in a way that non-security people can understand
Security	Tools for how to make CGI scripts secure
Security	More time documenting than doing
Security	Must put user on commercial statscanner - poor guidance
Security	more evaluation
Security	IT security office to eval/select/purchase trojan, spyware protection software
Security	Need better IT security community and web development community - web developers should be consulted prior to new security policies being implemented
Security	See a need for enterprise directory
Security	Need security guidance as it relates to web site development
Security	All recommendations described thus far illustrate ways of pursuing security (or better security) using php, CGI scripts, Apache servers, and so forth - It would be interesting to

d t i f d l i b t t i f d l h t

Topic	Item
	see recommendations for developing best practices for developers who use .net technology and Windows 2003, 2000 and NT servers
Security	Develop authentication code for PHP, Perl, Java, CGI, etc. for user login
Security	Mirror content from backend machines
Security	policy should be developed in concert with users input
Security	SANS security speaker next year at WebShop
Security	Recommended tools for developers to test their code for security vulnerabilities
Security	more communication between IT security officers and web developers
Security	Training for developers on security threat and things they can do to mitigate them
Security	Web pages with best practices developers focus on solutions to security issues
Security	Standards / guidance / regulations on web pages -> database "recommended architecture" with security component
Security	Guidance on email addresses on web pages and tools prevent harvesting those addresses for malicious intent
Security	security list serve
Security	more reliable communication from the ITSO structure to the developer community
Security	Security training directed to the web developers. Current training, though beneficial, is to limited to the physical server
Security	Regular, detailed, and comprehensive reporting to the web developer and server administrator community of web security incidents in NOAA
Security	Coherent set of practical best practices for web developers
Security	Better communication between IT security and Developers
Security	SANS or SANS-like training for developers
Security	N-CIRT should come to speak at WebShop
Security	SANS for developers with work on the perimeter (besides security, basic education of network technology)
Security	Resource (in normal language) with DOC/NOAA Security policy summary
Security	IT controls but needs to (and doesn't) explain alternate means (and it shouldn't take six months)
Security	Resource to distribute problems which occurred within NOAA
Security	Training for programmers on how to secure their programs
Security	No naming of index.html
Security	Prevent mining of email addresses to minimize spam
Security	Recognition of the importance of putting public server in DMZ and a mirrored server inside the firewall
Security	Document integrating / electronic signatures

Topic	Item
Consolidation	Devil in the details - hardware; data and info -> access to it - web sites
Consolidation	Agency leadership ordering consolidation but is not defining it
Consolidation	Big sites with a lot of backends it is not always cost effective to consolidate
Consolidation	Choosing one standard for database and application development valuable
Consolidation	Avoid duplication of resources
Consolidation	A way to make services better
Consolidation	can have security problems
Consolidation	IT security will push us to consolidate - it makes it simpler
Consolidation	It's about saving money
Consolidation	security concerns counterbalance cost cutting
Consolidation	If all web pages on one server - it gets hacked and all the pages are effected
Consolidation	Look at what's going on in private sector -> they consolidate -> a group in CIO office
Consolidation	should look at PS for guidance
Consolidation	Make best practices available
Consolidation	Need to maintain development servers separate from public servers
Consolidation	Manpower issues -> hosting many sites/applications - no time to investigate compatibility
Consolidation	-> need time / expertise / money
Consolidation	Effort and cost to maintain servers gone down - may be more effective to have different
Consolidation	servers dedicated servers for some applications
Consolidation	inventory what we need
Consolidation	Consolidation does not save money until way down the road - hardware - training
Consolidation	CIO needs to give guidance - what capital do we have
Consolidation	Identify an organization that can take on others - moving things around
Consolidation	Explicit decision to hide IT costs -> keep it from being a target -> CIOs are reporting to
Consolidation	goal teams to open up IT
Consolidation	Sometimes it makes sense to consolidate databases and other apps
Consolidation	Other times not causes security vulnerabilities and incompatibility and raises costs
Consolidation	Bandwidth concerns of all sites in one place
Consolidation	NOAA vibrant decentralized organization
Consolidation	What should be the trend? Some form of consolidation with sensitivity to specific issues
Consolidation	Tell the CIOs we should consolidate where it makes sense -> there are key benefits
Consolidation	Line offices evaluate their own consolidation issues and make recommendations
Consolidation	Challenge the perception it saves money - not always the case

Topic	Item
Collaboration	Develop a feasible and user friendly automated inventory configuration for a data collection process in a way that avoids duplication
Collaboration	Share Web development, DBA, security, graphic art talent
Collaboration	Leadership encourages sharing web talents across the organization
Collaboration	Showcase code for sharing and a common repository - use a secure site that could be maintained by codes
Collaboration	Share good training experience for key skills - asp.net, dreamweaver
Collaboration	Centers with huge capacities backs-up partners in other locations
Collaboration	CIO is a clearinghouse on who is offering services
Collaboration	Line offices don't have the money to buy the storage boxes - needs leadership endorsement, resources and support
Collaboration	Expand beyond NOAA and it turns into e-Gov
Collaboration	Better leverage of existing resources through collaboration of back-up, coop

Topic	Item
Content Mgmt	Put content management into performance plans (so not sole responsibility of web providers)
Content Mgmt	Add content management to performance plans of those responsible for it
Content Mgmt	Track workflow process for NOAA publications from draft through approval through web publishing through adding to the NOAA library catalog through deposit in a NOAA electronic institutional repository (IR)
Content Mgmt	Develop NOAA-wide content management initiative similar to NOAA GIS enterprise initiative to gain support and representation of NOAA staff and Los and enable communication and training
Content Mgmt	A content management system could be used to develop a NOAA intranet. We need a central place for NOAA policies, standards, graphics, etc.
Content Mgmt	Ensure that an evaluation is done to determine if it's more productive to hire a new government employee rather than purchase another software tool or system
Content Mgmt	ensure a system doesn't just make more work for someone
Content Mgmt	evaluate open source system before purchasing off-the-shelf - look at 'Plone'
Content Mgmt	Dream features for a CMS: 1. Staleness detector; 2. Handle dynamic content/processes; 3. Search for and publish our product (scientific papers) - need access to policy; 4. ID who are responsible for what content!; translation feature - recommended assessment inventory info and categorize prioritize as to usefulness, cost to produce, historical value, paths to travels and how best to translate and deliver!
Content Mgmt	There should be a written policy in place before any web pages are developed which states that a content management person should be in place to work with the web developer. The content manager should be responsible for content management and updates on a regular basis - use a portal or ftp site to upload updates.
Content Mgmt	Finding v. managing information
Content Mgmt	docs aren't in electronic form - must have posted before can manage
Content Mgmt	search engine is content management solution
Content Mgmt	context of info comes from user, not provider
Content Mgmt	need really good, NOAA-level flexible search engine
Content Mgmt	Tells you what doesn't exist what's duplicated
Content Mgmt	use next WebShop to build a CMS and play with it
Content Mgmt	get more outreach people involved in WebShop
Content Mgmt	If you have a web site, you have a content management "system"
Content Mgmt	Management commitment of resources and staff for a) Web developer, b) content manager for each sizeable workgroup - with new standard job description to go with them
Content Mgmt	Requirements - eventually will need: integrate CMS with database-generated pages; metadata on GIS; consider handheld, wireless issues, but keep it simple initially - handle metatags - seamless workflow - very simple interface for content generators - streamline path from content expert to web page - enter key words which put links to new content where they belong on your site - dynamic generation of web page navigation - check "valid until" dates on pages to prompt "update needed" - consolidate web servers to be able to consolidate content management process
Content Mgmt	Require content contributors / updates from personnel - add to position description
Content Mgmt	FOCUS on content management for web. Coordinate with document / records management systems but they should be dealt with separately
Content Mgmt	Need funding for the CMS
Content Mgmt	Develop set of prioritized requirements for CMS
Content Mgmt	X-NOAA Working group should test different CMS solutions against those requirements,

Topic	Item
	post results, and then decision made at appropriate organizational levels re: which solution will work for what situation (if enterprise solution is not chosen)
Content Mgmt	We need to figure out what problems to solve?
Content Mgmt	How to manage old content - decide when to prune old pages - but this ties to policy issues -- what is policy?
Content Mgmt	Who to contact about old pages?
Content Mgmt	Author in metadata and whoever inherits pages should be in metadata as author
Content Mgmt	When directory structures or something else major changes, CMS would contact via a list
Content Mgmt	ID dead links & links that require redirect
Content Mgmt	How can system handle archived information & deal with requests... convert to html for burning to disk
Content Mgmt	define requirements, scope, features, policy reqs
Content Mgmt	Definition of problem and purpose
Content Mgmt	Define/establish role for content manager
Content Mgmt	Define approval process
Content Mgmt	Define priorities for categories of content to be managed
Content Mgmt	Develop baseline inventory of content management systems
Content Mgmt	recommendation focus on images and publications
Content Mgmt	Recommend forum for this
Content Mgmt	Recommend baselining the current content management processes in place
Content Mgmt	Recommend solution addresses data quality requirements
Content Mgmt	Requirements definition
Content Mgmt	way of dealing with duplicate information
Content Mgmt	demo a number of systems to see which system meets most of the requirements (open source / off-the-shelf)
Content Mgmt	prototype project within NOAA to test
Content Mgmt	way to dispense common content to various sites via an include or some other way
Content Mgmt	couldn't XML/Xlink deal with this?
Content Mgmt	Wish List: (1) more communication by line office; use existing e-mail lists (from NOAA WebShop and website certification to encourage communications and collaborations on an ongoing basis. These lists could also be used to disseminate policy, best practices, and other news.
Content Mgmt	Before discussing CMS solutions we would like to see each LO set-up a "special projects" type of model - e.g. a central coordinating office for not only policy & regulations, but help in designing publications and dealing with GPO; assistance designing and maintaining websites; help with content management needs, etc. This team, once familiar with the types of content each lab and program has, could then work toward an appropriate CMS solution. We need this sort of needs assessment (and service office) first. At present we (labs, headquarters, programs, etc.) are scattered and may have very different types of info to manage and needs. We need a) services from a coordinating office (again by LO) and b) a comprehensive needs assessment
Content Mgmt	The CMS system adopted will need to interface with whatever systems individual program and offices may already have in place.
Content Mgmt	We need dedicated web staff and a priority on content management and outreach so that content management is added to work plans

Topic	Item
GIS	Provide resources to conduct a 3 day working meeting to bring key GIS experts from within NOAA to develop a vision and plan for Enterprise GIS
GIS	Assistance with setting policy and procedures for implementing GIS technology in concert with NOAA IT Security Policies and Infrastructure
GIS	Assist in providing insight and guidance for successfully managing introduction of growing GIS into the mainstream NOAA mission
GIS	Support efforts to understand and manage GIS technology as it evolves within NOAA
GIS	Continued integration of Geographic Information into NOAA products
GIS	Expansion of GIS user base
GIS	Increased need for knowledge dissemination from expert to mainstream users
GIS	Further development of new and innovative uses of GIS technology and delivery of NOAA data
GIS	Increased demand for support services from across IT disciplines